

MAIN TOPICS OF RESEARCH

VISITOR EXPERIENCE

DIGITALISATION + MANAGEMENT

DESIGN + TECHNOLOGY

VISITOR EXPERIENCE

primary research questions
secondary research questions

visitor economy

How can museums be better linked to other touristic and/or city infrastructure stakeholders?
How to link the interests of tourists and the local population in the context of a modern visitor economy?

visitor attraction & management

How can museums reach new target markets? How to attract repeat/regular visitors?
How to generally attract more visitors?
How can visitors be better distributed in terms of timing (periods of a day — from morning to evening; days of the week; seasons) and location (routing in museums)?

storytelling

How can museums become better storytellers?
Which interactive elements make sense in museums and how can their operations & maintenance be organised efficiently?

visitor interaction

How to communicate with visitors before, during and after the museum visit?
The face of museums: how can websites, social media and other elements of digital marketing be improved?

DIGITALISATION + MGMT.

primary research questions
secondary research questions

collection digitalisation

Which digital strategies make sense in a museum and how can they enhance analogue formats?
How can digitalisation be integrated in a sustainable way in the organisational structure of museums?

revenue + profit enhancement

How can dynamic pricing, revenue & yield management be used in museums?
Which new revenue sources could museums tap into?

data collection + usage

At which stage of the visitor journey can visitor data be collected and used in a meaningful way?
Which KPIs (key performance indicators) are needed for benchmarking and management purposes?

museum management

Which ideas and tools are available for effective museum management?
How can business processes of museums be optimised?

DESIGN + TECHNOLOGY

primary research questions
secondary research questions

**museum
architecture
+ design**

How should architecture & design of museums reflect shifting expectations by visitors?
How should educational facilities and event areas be adapted to current and future needs?

**exhibition
formats**

What are the ideas for new exhibition design & new exhibition formats?
How can modern visitor guidance be incorporated into museum planning (building and exhibition space)?

**exhibition
technology
– AV**

How can augmented reality (AR), virtual reality (VR), electronic displays and projections enhance the visitor experience in new ways?
How to use AR, VR, electronic displays and projections meaningfully and cost-efficiently?

**exhibition
technology
– other**

Which methods work best for ticketing & access control?
Which innovative and cost-efficient ways exist for museum apps?